New Order

WJLA-TV

Normal

Agency: Buying Time
Office: Washington

Station: Order Type: Flight Start: Flight End:

10/19/2021 10/25/2021

Client: Product: 1259 - Friends of Wendy Gooditis

Cancel Date:

Hiatus:

Piggyback Product:

Estimate: 11097 - Gooditis Broadcast 10.19-10.25

1273 - TV

Received in ePort:

10/15/2021 3:38:25 PM

Airtime Dollars: \$45,775.00

Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00

Total Dollars: \$45,775.00

Total Spots: 46

Primary Demo:
Demo 2:
Demo 3:

0.00

0

\$0.00

\$0.00

Local/National: Local
Rep Office: WJLA-TV
AE: Mark Afsh

Mark Afshar - Manager

Phone: OrderID:

11053893

Status:

Forwarded

CPM: Comments:

GRP:

CPP:

GIMP:

Separation: 30

MarketShare:

Weekly Airtime Lines

Line	ine Daypart DPT						Total						
No	(Program)	Code	Rate	C/T	Len	10/19	Spots	Rtg	CPP	Imp	СРМ		
1	TuWThFM 5A-6A GOOD MORNING WASHINGTON 5A	EM	\$150.00	С	30	4	4						
PERF	(sell) - ESTIMATE IS B ORMANCE OF GOOD- v/2020LS ON WJLA.				00a IN								
2	TuWThFM 6A-7A GOOD MORNING WASHINGTON 6A	EM	\$525.00	С	30	4	4						
PERF	(sell) - ESTIMATE IS B. ORMANCE OF GOOD- Nov/2020LS ON WJLA.				:00a								
3	TuWThFM 8A-9A GOOD MORNING AMERICA 8A	EM	\$1,600.00	С	30	3	3						
4Q21	(sell)												
4	TuWThFM 9A-10A LIVE W/ KELLY & RYAN	DT	\$400.00	С	30	3	3						
PERF	(sell) - ESTIMATE IS B. ORMANCE OF LVE-KE Nov/2020LS ON WJLA.):00a								
5	TuWThFM 10A-11A GOOD MORNING WASHINGTON	DT	\$250.00	С	30	4	4						

New Order (Page 2)

WJLA-TV Agency: **Buying Time** Station: Order ID: 11053893

11097 - Gooditis Broadcast 10.19-10.25 Client: 1259 - Friends of Wendy Gooditis Product: 1273 - TV Estimate:

Flight Start: 10/19/2021 Flight End: 10/25/2021 Received in ePort: 10/15/2021 3:38:25 PM

Fligh	nt Start:	10/19/20)21			Flight End:	10/25/2021	Received in ePo	rt:	10/15/202	21 3:38:2	5 PM	
Line	Daypart	DPT							Total				
No	(Program)	Code	Rate	C/T	Len	10/19			Spots	Rtg	CPP	Imp	CPM
PERI	(sell) - ESTIMATE IS I FORMANCE OF RACH ov/2020LS ON WJLA.				0a IN								
6	TuWThFM 12P-1P ABC 7 NEWS @ NOON	DT	\$800.00	С	30	4			4				
PERI	(sell) - ESTIMATE IS I FORMANCE OF ABC7 ov/2020LS ON WJLA.	BASED O NWS AT	N THE ACTU 12 Mo-Fr 12:0	IAL 00p-1:	00p IN								
7	TuWThFM 2P-3P GENERAL HOSPITAL	DT	\$525.00	С	30	3			3				
PERI	(sell) - ESTIMATE IS I FORMANCE OF GENR ov/2020LS ON WJLA.				00p IN								
8	TuWThFM 4P-5P ABC 7 NEWS @ 4P	EF	\$800.00	С	30	2			2				
PERI	(sell) - ESTIMATE IS I FORMANCE OF ABC 7 ov/2020LS ON WJLA.)p IN								
9	TuWThFM 6P-6:30P ABC 7 NEWS @ 6P	EN	\$1,800.00	С	30	2			2				
PERI	(sell) - ESTIMATE IS I FORMANCE OF ABC7 bv/2020LS ON WJLA.				p IN								
10	Su 6P-7P 6P WEEKEND NEWS	EN	\$525.00	С	30	1			1				
PERI	(sell) - ESTIMATE IS I FORMANCE OF ABC N ov/2020LS ON WJLA.				١								
11	TuWThFM 7P-7:30P WHEEL OF FORTUNE	PA	\$1,800.00	С	30	3			3				
PERI	(sell) - ESTIMATE IS I FORMANCE OF WHEE bv/2020LS ON WJLA.	BASED O L-FORTN	N THE ACTU IE Mo-Fr 7:00	IAL 0p-7:30)p IN								
12	TuWThFM 7:30P-8P JEOPARDY	PA	\$5,200.00	С	30	2			2				
PERI	(sell) - ESTIMATE IS I FORMANCE OF JEOP ov/2020LS ON WJLA.	BASED O ARDY Mo	N THE ACTU -Fr 7:30p-8:0	IAL 0p IN									
13	M 8P-10P DANCING WITH THE STARS	PT	\$3,000.00	С	30	1			1				
4Q21	(sell)												
14	M 10P-11P THE GOOD DOCTOR	PT	\$1,500.00	С	30	1			1				

New Order (Page 3)

Agency: Buying Time Station: WJLA-TV Order ID: 11053893

Client: 1259 - Friends of Wendy Gooditis Product: 1273 - TV Estimate: 11097 - Gooditis Broadcast 10.19-

10.25

Flight Start: 10/19/2021 Flight End: 10/25/2021 Received in ePort: 10/15/2021 3:38:25 PM

	ı ııgı	it Start.	10/13/20	72 1		_	i light Life.	10/23/2021	Nec	erved in er oit.		10/13/202	21 3.30.2	ואו ז כ	
15 F9P-11P	Line	Daypart	DPT							Т	otal				
15 F 9P-11P PT \$1,500.00 C 30 1	No	(Program)	Code	Rate	C/T	Len	10/19			s	pots	Rtg	CPP	Imp	CPM
20/20 SP 20/21 (sell) ESTIMATE IS BASED ON THE ACTUAL ERFORMANCE OF 20/20-FRI-ABC Fri 9:00p-11:00p IN Photov2020LS ON WULA. 16 TUMThFRH 11P	4Q21	(sell)													
PERFORMANCE OF 20/20-FRI-ABC File 9:00p-11:00p IN Photov20/2015 ON WULA. Sept. 0.00 Sept	15		PT	\$1,500.00	С	30	1				1				
11:30P ABC 7 NEWS @ 11P ABC 7 NEWS & 11P	PERF	FÒRMANCE OF 20/20-													
PERFORMANCE OF ABC7 NWS AT 11 Mo-Fr 11:00p-11:30p Nu Nethow/2020LS ON WJLA. LN \$250.00 C 30 ABC7 NEWS (11p SATNEWS WEEKL SAT NEWS (11p SAT NEWS WEEKL SAT NEW	16	11:30P		\$650.00	С	30	3				3				
ABC7 NEWS @ 11P SAT/NEWS WEEKL IQ21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7NEWS11PSA Sat 11:00p-12:00a IN Plow/2020LS ON WJLA. 18 Sa 7A-8A	PERF	FÒRMANCE OF ABC7	NWS AT			:30p									
PERFORMANCE OF ABC7NEWS11PSA Sat 11:00p-12:00a IN PNov/2020LS ON WJLA.	17	ABC7 NEWS @ 11P	LN	\$250.00	С	30	1				1				
Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PROVIDED IN SA 8A-9A (SM SAT 9-10A (SM	PERF	FÒRMANCE OF ABC7I				00a IN									
PERFÖRMANCE OF GD MRN-SAT-ABC Sat 7:00a-8:00a IN	18		WK	\$400.00	С	30	1				1				
GMW SAT 8-9A IQ21 (sell) 20 Sa 9A-10A WK \$400.00 C 30 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	PERF	FÒRMANCE OF GD MI				a IN									
20 Sa 9A-10A WK \$400.00 C 30 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	19		WK	\$325.00	С	30	1				1				
GMA SAT 9-10A Q21 (sell) 21 Su 8A-9A WK \$450.00 C 30 1 GMA-SUN Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SUN-ABC Sun 8:00a-9:00a IN PNov/2020LS ON WJLA. Total Spots: 46	4Q21	(sell)													
21 Su 8A-9A WK \$450.00 C 30 1	20		WK	\$400.00	С	30	1				1				
GMA-SUN Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SUN-ABC Sun 8:00a-9:00a IN PNov/2020LS ON WJLA. Total Spots: 46	4Q21	(sell)													
PERFÖRMANCE OF GD MRN-SUN-ABC Sun 8:00a-9:00a IN PNov/2020LS ON WJLA. Total Spots: 46	21		WK	\$450.00	С	30	1				1				
<u> </u>	PERF	FÒRMANCE OF GD MI)a IN									
Cash\$ - Spots: \$45,775.00 - 46 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$45,775.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00					Total	Spots:	46								
			Cash\$ -	Spots: \$45,7	75.00 ·	- 46 T	rade\$ - Spots: \$0.00 - 0	Total Cost: \$45,775.00	Total GRP - CPP: 0.0 - \$0.00	Total GIMP(000	D) - CP	M: 0 - \$0.	00		